

WKCF-TV in Orlando will spend \$485,160 in air time creating awareness to our community and public issues. This is a large commitment considering our station just established a national morning news program with some local involvement. The topics covered in the community service efforts are coordinated with the Florida Association of Broadcasters. These issues include; The United States Coast Guard, Hurricane preparedness and storm damage, unlicensed activities (a major concern following 3 hurricanes) and Florida tourism. In addition, our community service efforts are very strong among children's issues focusing on safety and education.

WKCF supports is a partner with an educational programming called "One for the Community." This educational community program generates 1 million dollars annually for Central Florida Schools.

Moreover, on behalf of WKCF-TV, financial contributions have been made to several organizations such as the YMCA, Shriners Children's Hospital and the National Multiple Sclerosis organization as well as the NAB for TARPAC.

WKCF-TV established a scholarship program to encourage minority students to pursue careers in media. Multiple \$6,000 scholarships have been awarded to future broadcasters.

WKCF-TV in Orlando recently established a national morning news program that airs 3 hours every week day. The news programming covers national issues such as politics and national and world events. Moreover, the morning news broadcasts includes local weather, the major concern for Central Florida residents. This has become extremely important with the increase in hurricanes this season.

During the morning news program, WKCF produced and aired special features focusing on local bands and musicians. Due to the high interest in entertainment industry in Central Florida, this is very important topic.

WKCF-TV participates in the state wide communications efforts of the Amber Alert system by running pertinent Amber Alert information on the screen when advised.

The staff at WKCF is also involved in the community personally and professionally. Vice President and General Manager, Wayne Spracklin is a member of the FAB, Florida Association of Broadcasters. Dave Ward, Vice President of Programming and Marketing based in Orlando is a board member of the FAB, Florida Association of Broadcasters. Mike Flynn is a member of the Society of Broadcast Engineers in addition to running sound and video for his church. Ron Wilkinson is the co-chair of the Human Resources Committee of the Broadcast Cable Financial Management Association as well committee chair for Boy Scout Troop 237.

During the holiday season, employees of WKCF adopt families from the Orlando Rescue Mission. This station internal program collects toys and financial contributions from employees and donated to the adopted families.

In summary, WKCF does not focus on local news, but spends a great deal of resources utilizing its on-air time, financial contributions and station staff to help service the needs of Central Florida.

Wayne Spracklin  
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Orlando, Florida

